



Vacúnese Por Vida. Immunize For Life.

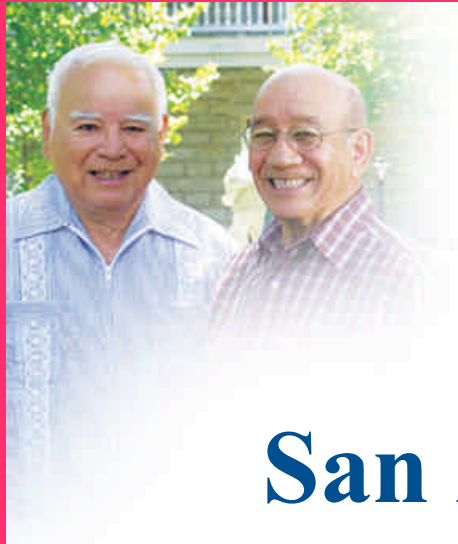
METRO HEALTH
SAN ANTONIO'S PUBLIC HEALTH TEAM

Racial and Ethnic Adult Disparities in Immunization Initiative (READII)

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Fernando A. Guerra, M.D., M.P.H.,
Mark E. Ritter, M.H.A., and Rita E. Salazar
San Antonio Metropolitan Health District (SAMHD)





San Antonio READII Overview



READII

Purpose

- Raise influenza and pneumococcal immunization rates of Hispanics and African Americans age 65 and older to meet Healthy People 2010 Objective of 90 percent vaccination coverage for the elderly (San Antonio is focusing on Hispanic seniors)
- Reduce barriers associated with low influenza and pneumococcal immunization coverage levels among racial and ethnic minority groups

READII

- Two-year grant funded by Department of Health and Human Services (DHHS) through the Centers for Disease Control and Prevention's National Immunization Program (CDC/NIP)
- Five sites selected in August 2002 to participate:
 - San Antonio
 - Chicago
 - Milwaukee
 - Mississippi Delta region
 - Rochester
- San Antonio chosen because of large Hispanic population and successes of the local SAMHD Immunization Division

READII Timeline

- READII Project RFP announced by Department of Health and Human Services (DHHS) in June 2002
- SAMHD submitted READII Grant proposal to CDC/NIP in July 2002
- Five sites selected in August 2002 to participate
- SAMHD awarded funding for READII Project in September 2002



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Profile of San Antonio's Elderly Hispanic Population

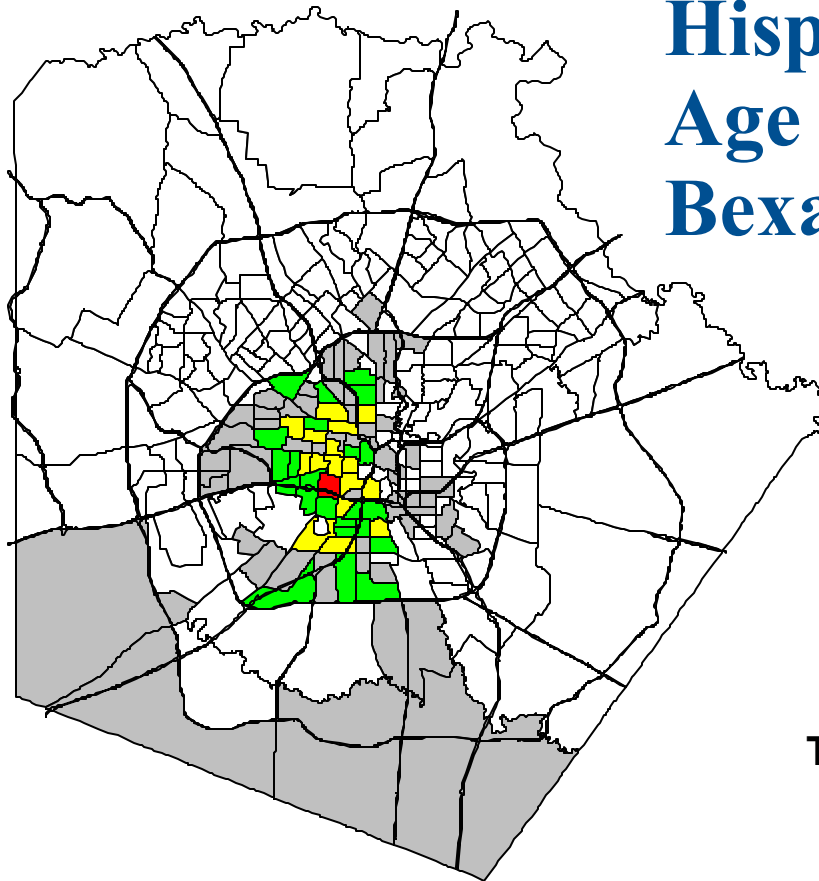




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Hispanic Population Age 65 and Older, Bexar County



800	to	1,000
600	to	799
400	to	599
200	to	399
0	to	199

**Total Hispanic Population 65+
(Bexar County): 51,379**

Source: United States 2000 Census Data

San Antonio Hispanic Population

Total Population of San Antonio	1,144,646
Total Hispanic Population of San Antonio	671,394
Total Hispanic Population 65+ <i>Male</i> <i>Female</i>	51,379 <i>20,491</i> <i>30,888</i>
Demographics for all ages (Hispanic) San Antonio	
Households with a Hispanic Householder	203,425
Population in Households with a Hispanic Householder	648,928
Average Hispanic Family Size	3.19

Source: United States 2000 Census Data



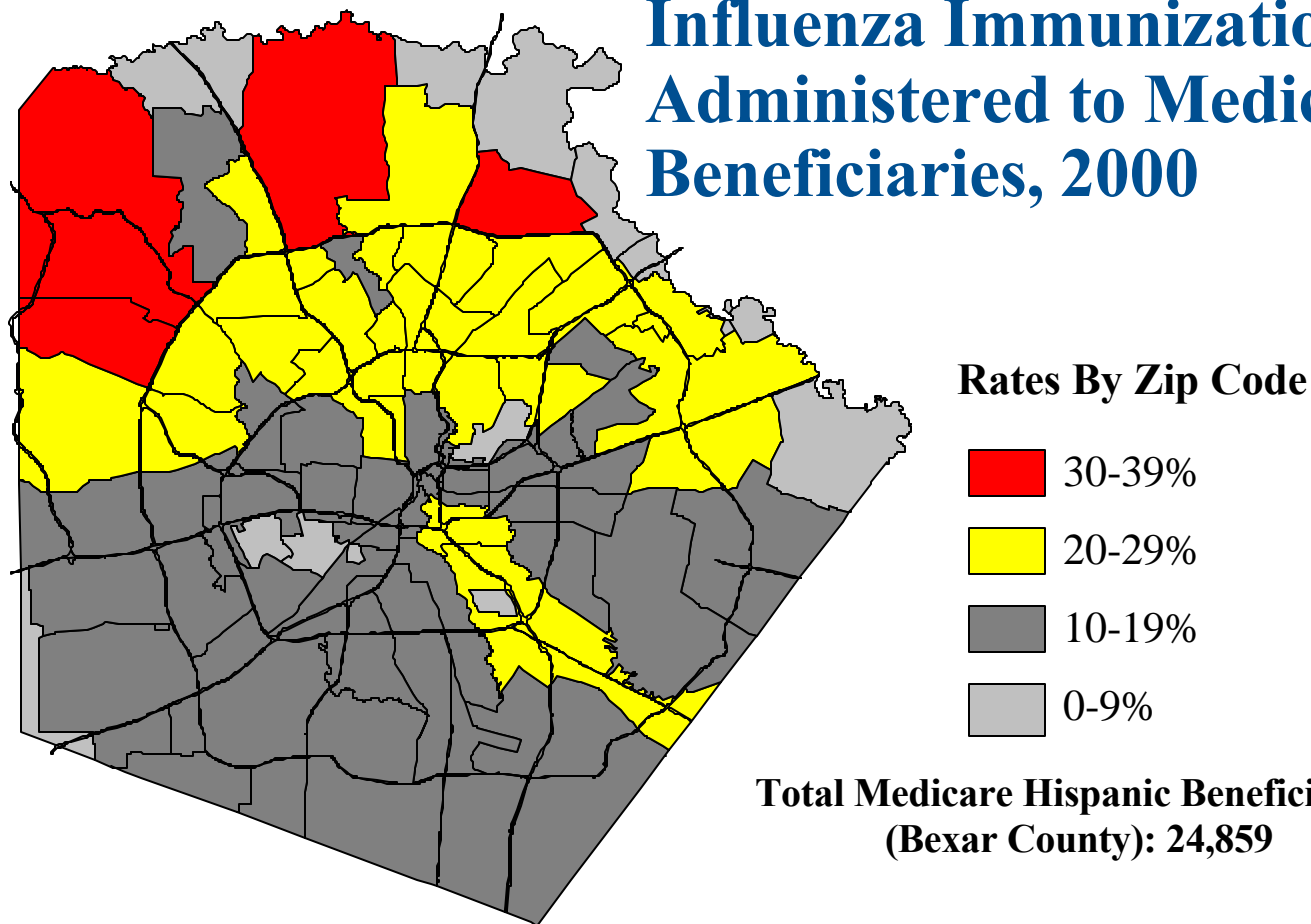
Immunization Disparities Facing Seniors in San Antonio



Disparities in Adult Immunizations

- 42,000 Americans die each year from influenza and pneumonia-related illnesses
- In 2001, 84 percent of influenza and pneumonia-related deaths in Texas occurred among persons 65 years and older
- In 2000, only 18 percent of Hispanic Medicare beneficiaries received influenza immunizations compared to 33 percent of Anglo seniors (similar disparities exist for pneumococcal vaccination)

Influenza Immunizations Administered to Medicare Beneficiaries, 2000



Source: Texas Medical Foundation, Medicare Claims Data, August 2002

Why are Elderly Hispanics Under-immunized?

*What can be done
to increase
influenza and pneumococcal
immunization rates
for seniors?*

San Antonio READII

Processes

- Obtain support of new and existing partners
 - Community leaders and medical providers
 - Senior interest groups and community-based organizations
 - Pharmacies (public health extenders)
- Conduct community needs assessment
- Develop and implement community-wide action plan
- Evaluate project success

San Antonio READII

Planned Activities

- Coordinate efforts with the annual SAMHD Influenza Immunization Campaign
 - Conduct influenza immunization clinics
October – February (pneumonia year-round)
 - Target senior centers, churches, shopping malls, etc.
- Community-wide education and promotion campaign utilizing media resources
 - Enhance bilingual/bicultural efforts

San Antonio READII

- Work with providers to increase flu and pneumococcal vaccinations in their practices
- Use evidence-based interventions including:
 - Standing orders
 - Reminder/recall
 - Public/private provider education and in-services

READII Action Plan Goals

Five Program Goals

- Engage in promotional activities encouraging influenza and pneumococcal immunizations
- Enhance coordination, planning and other activities with pharmacy groups, private providers, managed care organizations, and agencies serving adults
- Collaborate with Medicare Quality Improvement Programs to improve influenza and pneumococcal vaccination of Hispanic beneficiaries

READII Action Plan Goals

- Increase delivery of influenza and pneumococcal immunizations to Hispanic seniors
- Work with physicians, hospitals, nursing homes, and other treatment centers to establish and/or enforce standing orders for influenza and pneumococcal vaccination of their senior patients

San Antonio READII Community Plan

Interventions to Improve Immunization Rates Among Hispanic Seniors

- Community Outreach and Education
- Provider Education
- Service Delivery
- Provider Interventions

Community Outreach and Education

- Media – television and radio commercials began airing January 6, 2003; street banners, billboards, posters, and media releases in December 2002
- Information dissemination through postcard and letter mailings; posters and pamphlets at health fairs
- Speaking engagements with various organizations
- Volkswagen Bug wrapped as “Flu Bug” to help promote community awareness

“Generations”

30 sec. TV Commercial



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Banners

Street Banner



Indoor Event Banners



Billboards

- 25 Billboards placed throughout San Antonio
 - Greater concentration on south and west sides of town



Volkswagen “Flu Bug”



Provider Education

- Toolkits to encourage providers to recommend influenza and pneumococcal immunizations to their patients
- Mailings as a reminder to vaccinate their senior patients
- Speaking engagements at senior agencies and events
- Provider recruitment dinner

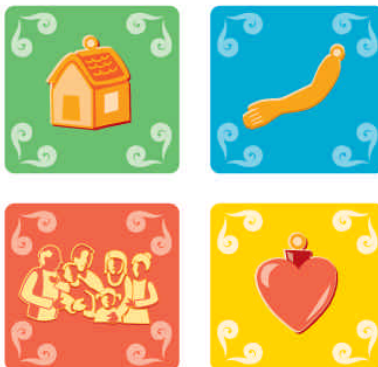
Service Delivery

- Senior Health Fairs in October
- Community Flu Clinics
 - SAMHD Clinics
 - Community Health Centers
 - Pharmacy Partners
 - Mass Immunizers
- Vaccination Clinics at Senior Nutrition Centers

Provider Interventions

- Provider Recruitment
 - Select six physician groups in the south and west sides of San Antonio with large Hispanic senior clientele
- Implement strategies to increase immunization rates within their practices
 - Assess immunization coverage levels
 - Standing orders
 - Reminder/recall systems
 - “Immunization-only” walk-in clinics

San Antonio READII Community Partnership



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San Antonio READII Partners

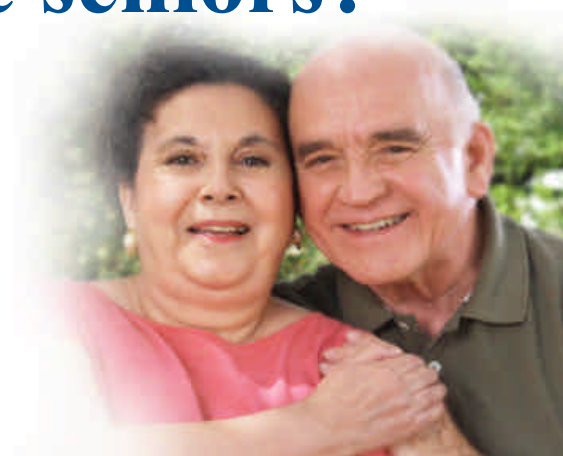
- San Antonio READII Advisory Council
 - Meets monthly to discuss, plan, and report on READII activities
- Three committees formed to aid in the coordination of project activities
 - Outreach and Education
 - Service Delivery
 - Communications

Partner Contributions

- Inclusion of READII promotional materials in community-wide events
- Posting of READII news articles in community newsletters
- Generate toolkits, letters, and other print media
- Offer opportunities to address senior constituents
- Coordinate mass senior events to distribute literature and influenza and pneumococcal vaccines



**How can you help raise influenza
and pneumococcal immunization
rates for Hispanic seniors?**





*Improving the health of our
elderly population in
San Antonio will take the
support and cooperation
of our community!*



READII Community Partners



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Acknowledgments

- Program Speakers
- Cutting Edge Communications, Inc.
- Univision TV Channel 41
- READII Community Partners and Stakeholders
- CDC Immunization Program
- READII Staff
- SAMHD Staff
- San Antonio Convention Facilities



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